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Antecedents of tourist food consumption: food choice motives of foreign tourists in Turkey

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ABSTRACT

Culinary or gastronomy tourism has become a rising issue nowadays. People want to discover new flavour while travelling. Food consumption is the combination of one's cultural, social, psychological and sensory acceptance factors and it is a very complex decision-making process. Food consumption is also associated with motivational factors which are mood, health, sensory appeal, familiarity, convenience, price and natural content. The antecedents of tourist food consumption and food choice motives of foreign tourists in Istanbul were examined. The results show that sensory appeal, mood, natural content, health content and convenience had positive and direct connection with tourist food consumption intentions. There is no statistically significant evidence to support the associations of familiarity and price with the tourist food consumption intentions.

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Food choice; food consumption; culinary tourism; eating behaviour; Turkish food

Introduction

Recently, food has been one of the most important phenomena in the world. TV shows made by celebrity chefs travelling and discovering local foods has influenced people to have more interest on food. Although in a traditional sense food is seen as a “supporting resource” (Godfrey & Clarke, 2000), food has been an essential part of tourist involvement (Chang et al., 2011) as well as it is a way to learn, understand and experience the indigenous culture of that destination (Chang et al., 2011; Kim et al., 2009). The new tourist profile demands more; most of the tourists are motivated with local food, local cooking styles and plan their destinations according to food options (Crespi-Vallbona & Dimitrovski, 2016). From this growing interest on food, a new concept of tourism has evolved and new tourist profile has emerged. This tourism is called synonymously culinary and gastronomy tourism which involves local food, local cooking techniques and indigenous ingredients (Okumus et al., 2013).

From the perspective of the culinary culture of Turkey and its geographical, cultural and historical structure, it is obvious that Turkey has a wide range of kitchen and flavour compared to many countries (Özdemir & Dülger Altiner, 2019). Moreover, Turkish Cuisine is one of the most diverse and oldest culinaries in the world (Şahin & Ünver, 2015). Therefore, one of the common reasons of preferring Turkey as a travel destination can be counted as Turkish foods' flavour and popularity among world cuisines. Obviously, particularly in tourism and hospitality industry, tourist food consumption has been defined as one of the most important part of country's income which is almost %19 percentage of overall tourist income (Akar & Öztopçu, 2019). As

a consequence of this, tourism industry needs to understand tourists' food preference as a regional aspect. Flavours of foods influence tourists' choice of destination and also supports their travelling experience (Mak et al., 2012). Positive travelling experience affect destination's culinary reputation and develop the region's economy. Therefore, with globalization, tourists' food choice motives need to understand both locally and globally, and according to the results, regions may develop new culinary flavours in order to increase tourists' awareness to their destinations (Akar & Öztöpcü, 2019; Prescott et al., 2002).

Culinary tourism reflects country's identity and the way of living. Thus, tourists want to learn new culture and food while they are travelling. Scarpato (2002) stated that eating and drinking activities are about the pleasure and happiness of these activities rather than being related to the ordinary needs of a society. Additionally, tourism refers to welcoming the guest, taking care of her comfort and peace, satisfying and meeting her needs for accommodation (Sarıışık & Özbay, 2015). People have started to fill their stomachs not out of necessity, but in order to try new tastes, to be happy and to accumulate good memories. Therefore, people what they eat while they are travelling has become very important. Particularly, this research based on what kind of mood encouraged foreign tourists to eat while travelling in Turkey?

In this study, antecedents of tourist food consumption intentions and food choice motives of foreign tourists in Turkey will be examined by using food choice motives scales which are mood, health concerns, sensory appeal, familiarity, convenience, natural content.

Literature review

Food consumption can be defined as a complex behaviour that leads the way to decision-making processes which is the combination of cultural, social, psychological and sensory factors. A growing body of studies has demonstrated motivational factors can significantly affect tourist food consumption thus, is related to wide range of understanding of food-related actions, choices and consumption (Mak et al., 2012). Food consumption in tourism is affected by three features which are tourists, food destination and destination environment. According to Mak et al. (2012), the tourist dimension combines cultural and religious influences, socio demographic factors, food-related personality traits, exposure effect and past experiences, motivational and physiological factors. Destination of desired food is formed by sensory attributes, food content, methods of preparation and cooking, type of cuisine, availability of food and price, value and quality of the food. The last feature is destination environment which includes gastronomic image, marketing communication, contextual influences, service encounter, servicescape and seasonality of the food (Mak et al., 2012).

Kivela and Crotts (2006), claim that travelling for food and in quest of novelty can be the basic and valid constructs of destination loyalty. Consumers in pursuit of new tastes and experiences meeting their quest will result in satisfaction and positive evaluation thus, contributing in revisits to the referred destination. Within many examples in literature, it is clear that food is one of the most intriguing and significant motivations when it comes to travelling (Fields, 2002; Hall & Mitchell, 2001; Long, 2004).

The seven motivators are as follows: mood, health, sensory appeal, familiarity, convenience, price and natural content. In the literature, despite the lack of empirical evidence about Fields (2002) claim, it is proposed that there is a theoretical link between tourist motivation and motivational factors behind food consumption in tourism. Therefore, tourist motivation plays an important role in understanding tourist choice and behaviour (Crompton & Mckay, 1997).

Mood

Scholars state that mood and emotion are closely related (Beedie et al., 2005; Rottenberg, 2005); however, emotion is a temporary and intense feeling caused by a specific event or object whereas mood is a permanent and a mild feeling. Moreover, mood is defined as “a consumer’ responsive state that is somewhat normal in nature, as opposed to emotions, which is likely to have a specific cause” (Martin, 2003; Rusting, 1998). In fact, as it is described in psychology, mood is an emotional state and is less definite compared to emotions.

As it is known all of the activities managed by brain and studies revealed that positive and negative moods are also affected by brain chemicals which are dopamine and serotonin. According to a study dopamine in the brain is associated with positive mood and serotonin hormone regulates mood, prevents depression and makes one happy and sociable (Ashby et al., 1999).

Besides all these, the feeling of excitement also affects tourists when they are at a different destination (Sparks et al., 2003) due to escaping from daily routines. Moreover, the feeling of curiosity can also stimulate the expectation of food excitement and brings excitement to one’s life (Rust & Oliver, 2000). Sparks et al. (2003) also stated tourists go out and dine also for this excitement arising from curiosity of food during holidays.

H_{1a}: The mood of the tourist has a positive influence on tourist food consumption intentions.

Health

Physical health is the most important factor in one’s life. The core component of survival is health and without health a person cannot carry out one’s wills and wants. Biological health affects happiness and consequently affects the food choices and consumption. Health concerns, physical illness health issues and stress causes changes in food choice (Zellner et al., 2006).

Recently, due to new trends and the acknowledgement of consumer on the importance of nutrition, health advantages, and weight control has affected the types of foods consumed (Berg & Larsson, 2020; Kriaucioniene et al., 2021). According to a study, the results also revealed that nutritional concerns are even more important than flavour and cost (Glanz et al., 1998).

Nowadays, the nutritious values and health concerns carry out huge significance. Health issues also affect why and which specific foods people consume. Health issues like food intolerance, high blood pressure, coeliac disease, heart problems and insulin resistance have impact on the food choices. People give value and prioritize these health issues more than before. Tourists believed that local food would improve their health both mentally and physically because they believed that the ingredients are fresher and more natural. Moreover, tourists wanting to eat in a clean place is also a motivation for them to travel. The place where the food is prepared, the appearance of the food and application of hygiene rules are the important factors for the tourist food consumption (Kim et al., 2009). Besides, this seems very important for people who especially have concerns about food additives that can harm their health (Mooney & Walbourn, 2001) and food additives that are considered as unhealthy. Chang (2017) advocated that being healthy ingredients of food is one of the most significant motivator among tourists’ food choice. The results of the study demonstrated that “balanced diet and eating habit” have been revealed by researcher during tourists’ travel. Therefore, tourists tend to consume healthy and natural ingredients food while they are travelling.

H_{1b}: The health-related issues of food have a positive influence on tourists’ food consumption intentions.

Sensory appeal

Sensory appeal is something pleasing to the multiple senses: smell, taste, and sight. The sensory evaluation of consumer actually involved in the process before encountering the food or beverage due to expectation. Portion size, visual presentation of the food, dietary concerns, nutritional concerns, expectations, smell, taste and satiety are some of the factors that influence sensory appeal. Besides these factors, palatability which is a hedonic evaluation of food's sensory characteristics in a positive way, also has an impact on the sensory appeal of food. According to some scholar studies it is revealed that people have the tendency to eat more of the foods they rate as more palatable or tasteful (Boesveldt et al., 2018; Papies et al., 2021). How do they decide this "more delicious" foods? It mostly depends on previous experience and knowledge (McCrickerd & Forde, 2016).

As for tourists, sensory appeal depends mostly on sight, sound, smell, taste, touch and sound. Also, if they have been in that region before, it can be said that palatability is a factor, considering previous experience in specialized food to the region (Tse & Crotts, 2005).

For tourists one of the best pleasurable sensory experience is tasting local food (Kivela & Crotts, 2006) and tourists feel satisfied with the destination through tasting and smelling local food as well as enjoying the presence of historical buildings and other images of that destination (Dann & Jacobsen, 2003). Taste of local food plays an important role in attracting tourists to a destination (Fields, 2002) since the taste is considered as the most important criteria for food consumption and the main issue to motivate the tourists to travel is the sensual experiences (Boniface, 2001).

H_{1c}: The sensory appeal of food has a positive influence on tourists' food consumption intentions.

Familiarity

According to the literature on food consumption, it is stated that increase in familiarity leads to an increase in preference of consuming foods (Luckow et al., 2006; Stein et al., 2003). Then, the question arises, what about the tourists visiting foreign destinations? What about their choices? Here, we can state two different concepts; food neophobia concept and exposure of different foreign cuisines due to globalization. Food neophobia is a term which refers to fear of new or unfamiliar foods. Pliner and Salvy (2006), state that people have more preference for familiar foods than new foods and tastes, however, based on the food neophobia concept people may not try new foods in their home settings/regions but they may want to try local foods at foreign regions if they have some or enough information before they travel (Cohen & Avieli, 2004).

On the other hand, globalization has brought ethnic food from different parts of the world to all the other regions in the world. New opening ethnic restaurants give opportunities to people to test and try the local foods before travelling to those foreign destinations (Cohen & Avieli, 2004). In this sense, food becoming mobile makes future tourists who are going to those foreign destinations, become familiar with the food and this can affect the food consumption (Fields, 2002).

H_{1d}: The familiarity of food has a positive influence on tourists' food consumption intentions.

Convenience

Due to the growing number of working women, the increase in the number of those studying abroad, living alone and fast living styles, convenience foods have become very popular. Global brands like McDonalds use this by giving standardized menu and service, a familiar and consistent taste and supply an "at home" feeling for tourists who are in an unfamiliar environment (Bengtsson et al., 2010). Moreover, tourists who are experiencing a new taste

also look at these different foods to find some convenience. In addition to this, tourists may prefer to eat quicker, and seek for more practical, more convenient and accessible foods during their trip (Cohen & Avieli, 2004). Due to their limited time on holiday, tourists may want to get deli foods instead of meals that take a long time to cook (Milosevic et al., 2012). People can prefer convenient foods to increase their leisure time in both holiday or at home (Lau et al., 1984). When people like food it is one of the motivations which affect their behaviour to repurchase. On the other hand, factors such as availability of the food, perceived value of health, convenience, and some economic considerations can affect one's food preference but doesn't affect food liking (Longue, 1991). Furthermore, in the literature, convenience of food is also related to restaurant's location which is very important in terms of not wasting tourist's time while they are seeking for the place. Because of their limited time on vacation, involving touristic activities will be more attractive for tourists and they may prefer convenient foods (Mak et al., 2012).

H_{1e}: Convenience of food has a positive influence on tourists' food consumption intentions.

Price

In the literature, price is about willingness to pay for service or good. In tourists' or people's mind, there is a strong relationship between quality/safety and price of food consumed (Grunert, 2005). If people believe in the quality or safety of the food, they are willing to pay more (Zeithaml, 1998). On the contrary, when it comes to poverty level or budget of people, at the end of the month after payments on taxes, rent or any other house needs, price may be an important indicator for food consumption. Expensive foods will not be preferred while people try to survive. As a result, the aesthetic qualities of food will be ignored and other cheaper options will be evaluated for maintenance of life. On the other hand, if there is a great deal of choice for food, people will care about the safety and quality of food consumption for their health (Lau et al., 1984). Additionally, tourists generally seek for quick and reachable or practically prepared foods during their trip in order to visit more places. Tourist time means "quality time", so they don't want to take risk by tasting different or unfamiliar foods. Tourists may look for safe, cheap, convenient and familiar foods to enjoy their travel (Cohen & Avieli, 2004).

H_{1f}: The price level of food has a positive influence on tourists' food consumption intentions.

Natural content

In global and connected world, consumers have become more educated and well informed about foods. As a result, they care about some of the properties of what they eat such as, freshness, storage, nutritional benefits, place of cooking or etc. "People seek for being healthy, foods containing less or no food additives and environmentally friendly produced foods for their healthy life (Spillman et al., 2011). According to consumer perception, natural content and organic food are very similar terms. Therefore, they believe in both organic foods and natural foods not containing additive, medicines or any other dangerous contents while they are growing (Pollard et al., 1998). Food involvement is an inevitable need for tourists in the period of time of their travel, therefore, giving detailed information about the content of food reduces the sanitary risk from tourist point of view. Tourists may be unwilling to eat strange foods which have unknown and unfamiliar ingredients, because this means taking survival risk such as being sick or

any other illness for bodily risk while they are travelling (Cohen & Avieli, 2004). Therefore, knowing more about the nutrition and natural content of food might make tourists feel more safe, energetic and enjoying on vacation.

H_{1g}: The natural content of food has a positive influence on tourists' food consumption intentions.

The conceptual research model is presented in Figure 1, constructing according to the hypotheses.

Methodology

The food choice motives instrument was adapted from Steptoe et al. (1995). Originally, the instrument contains 36 items measuring nine conceptually distinct motives. In this study, mood (6 items), health concern (6 items), sensory appeal (4 items), familiarity (4 items), convenience (3 items), price (3 items) and natural content (3 items) were used, excluding weight control and ethical concern dimensions included in the original scale which are outlined in Appendix A. These two mentioned dimensions were not preferred to be used in this study due to the structure of research design that specifically focuses on tourist food consumption.

The questionnaire consisted of five-point Likert scale items from 1 to 5 for all the motives. For instance, "Turkish food helps me to cope with stress" 1 = Totally Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree and 5 = Totally Agree. The inter-item reliability of multi-item scales was found as reliable for all the dimensions: 0.924 (mood), 0.897 (health concern), 0.874 (sensory appeal), 0.900 (familiarity), 0.889 (convenience), 0.876 (price value), and 0.818 (natural content). Two items of convenience as "Can be bought in shops close to where I live or work" and "Is easily available in shops and supermarkets" were omitted from the analysis because of reliability issues. The tourist food consumption intention scale was adapted from Chen and Teng's study (Chen & Teng, 2013) and modified to Turkish food consumption, the instrument was measured with three items with five-point Likert scale.

The population of the research consists of the foreign tourists who visited İstanbul, excluding the ones participating in tourist groups organized by agencies, and families having children. Because these individuals may be affected from external factors in their food choice. Istiklal Street and

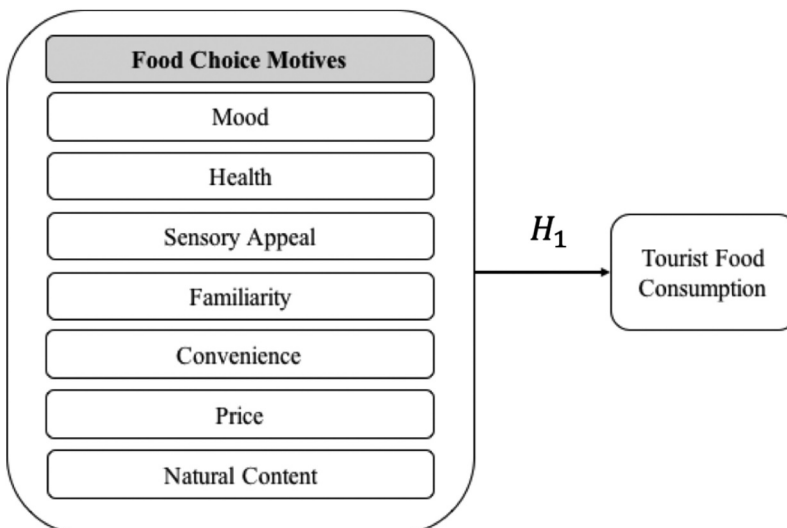


Figure 1. Conceptual framework.

Sultanahmet locations were preferred in data collection, due to the most tourist attraction areas, and while collecting data, convenience sampling technique was chosen. English version of scale was used in the questionnaire and it was applied to the tourists came from different countries between 11st and 19th of August 2019 and all respondents participated voluntary basis.

A total of 409 participants' data gathered, almost equal sample sizes within these mentioned two different locations. [Table 1](#) presents the demographic characteristics of the tourists, where the ages ranged between 19 and 71 with a mean of 38.2 and standard deviation of 14.2 years in which majority (53.3%) of the respondents were less than 39 years old. Considering the gender, male respondents (58.4%) were more than females (41.6%) and majority of the respondents indicated they are single (54.8%). Mostly the respondents were bachelor's degree graduates (66.3%), followed by high school and less with 16.1%. The visiting purpose can be categorized in three main aspects as vacation (63.1%), business (16.9%) and education (14.7%). Also, the country of origin was from a wide variety of range including Middle Eastern, European, North American and East Asian countries.

Results

The study analysed the relationship of food choice motives and the tourists' food consumption intentions. Confirmatory Factor Analysis (CFA) was applied for testing validity and reliability of the multi-item constructs. Composite reliability (CR) results indicated an evidence for convergent validity, since all CR scores for each of the motives ranged between 0.814 and 0.923, exceeding the threshold value of 0.70 recommended by (see, [Table 2](#)). The variance explained by the items was found to be greater than the variance of error terms, since average variance extracted (AVE) scores were all exceeding the threshold value of 0.50 indicated in literature (Fornell & Larcker, 1981). In accordance with the discriminant validity, both average (ASV) and maximum (MSV) shared variance values were separately less than AVE values. Cronbach's alpha scores varied from 0.787 to 0.924 stating the internal consistency of items for each construct.

Table 1. Descriptive statistics of the sample's characteristics.

		Frequency	Percentage
Gender	Female	170	41.6%
	Male	239	58.4%
Marital Status	Married	185	45.2%
	Single	224	54.8%
Education	High School and less	65	16.1%
	Bachelor	271	66.3%
	Master's	58	14.2%
	PhD	14	3.4%
Age Group	19–29	127	31.1%
	30–39	91	22.2%
	40–49	98	24.0%
	50–59	57	13.9%
	60 and more	36	8.8%
Monthly Income	0–500 \$	19	4.7%
	501–750 \$	66	16.2%
	751–1000 \$	164	40.2%
	1001–1500 \$	52	12.7%
	1501–2500 \$	46	11.3%
	2501–3500 \$	25	6.1%
	More than 3501 \$	36	8.8%
Visit Purpose	Vacation	258	63.1%
	Education	60	14.7%
	Business	69	16.9%
	Other	22	5.4%

Table 2. Confirmatory factor analysis results.

Factor/Items	Factor Loading	CR	AVE	Cronbach's Alpha
Factor 1: Mood				
MD3 Turkish food helps me relax.	0.839	0.923	0.665	0.924
MD5 Turkish food cheers me up.	0.819			
MD2 Turkish food helps me to cope with life.	0.846			
MD4 Turkish food keeps me awake/alert.	0.804			
MD1 Turkish food helps me cope with stress.	0.824			
MD6 Turkish food makes me feel good.	0.758			
Factor 2: Health Concern				
HC1 Turkish food contains a lot of vitamins and minerals.	0.749	0.898	0.597	0.897
HC2 Turkish food keeps me healthy.	0.813			
HC5 Turkish food is good for my skin/teeth/hair/nails etc.	0.830			
HC3 Turkish food is nutritious.	0.807			
HC4 Turkish food is high in protein.	0.663			
HC6 Turkish food is high in fibre and roughage.	0.762			
Factor 3: Sensory Appeal				
SA2 Turkish food looks nice.	0.760	0.864	0.614	0.874
SA1 Turkish food smells nice.	0.712			
SA4 Turkish food tastes good.	0.791			
SA3 Turkish food has a pleasant texture.	0.863			
Factor 4: Familiarity				
FM1 Turkish food is similar to what I usually eat.	0.810	0.913	0.725	0.900
FM3 Turkish food is like the food I ate when I was a child.	0.858			
FM2 Turkish food is familiar to me.	0.856			
FM4 Turkish food matches with my usual eating habits.	0.879			
Factor 5: Convenience				
CN2 Turkish food can be cooked very simply.	0.915	0.893	0.737	0.889
CN1 Turkish food is easy to prepare.	0.868			
CN3 Turkish food takes no time to prepare.	0.787			
Factor 6: Price				
PR2 Turkish food is good value for money.	0.858	0.878	0.706	0.876
PR1 Turkish food is cheap.	0.866			
PR3 Turkish restaurants are reasonably priced.	0.796			
Factor 7: Tourist Food Consumption				
TFC2 I have the intention of consuming Turkish food.	0.977	0.817	0.612	0.818
TFC1 I am positive towards consuming Turkish food.	0.773			
TFC3 I think it is a good idea to consume Turkish food.	0.532			
Factor 8: Natural Content				
NC1 Turkish food contains no additives.	0.739	0.814	0.593	0.787
NC3 Turkish food contains no artificial ingredients.	0.810			
NC2 Turkish food contains natural ingredients.	0.759			

The CFA shows a good model fit in terms of the fit indices commonly used in literature. $\chi^2(414) = 723.701$, $\chi^2/df = 1.748$ and $p < 0.01$) results indicated estimated and observed covariance matrices notably differ. Comparative of Fit Index (CFI), Goodness of Fit Index (GFI) and Tucker-Lewis Fit Index (TFI) Root Mean Square Error of Approximation (RMSEA) were found to be adequate and supported the proposed first order model as fit (CFI = 0.965; GFI = 0.900; TFI = 0.958; RMSEA = 0.043).

Correlations results, as preliminary analysis, stated that all the food choice motives were significantly associated with the tourist food consumption intentions (see, Table 3). Mean values of all the construct were above the mid-value (3 = Neither agree nor disagree), referring the food choice motives of the tourists for Turkish food was in positive direction.

Structural model

The relationship of food choice motives and tourists' food consumption intentions was examined with structural equation modelling (SEM) and tested using AMOS 23.0. Since SEM can assess the relationships of the latent variables imputed by the observed variables in a simultaneous manner,

Table 3. Mean, Standard Deviation and Correlations.

Variable	1	2	3	4	5	6	7	8
1. Tourist food consumption intentions	-							
2. Mood	0.447**	-						
3. Health concern	0.420**	0.663**	-					
4. Sensory appeal	0.440**	0.591**	0.565**	-				
5. Familiarity	0.307**	0.564**	0.554**	0.462**	-			
6. Convenience	0.120*	0.492**	0.491**	0.328**	0.396**	-		
7. Price	0.262**	0.462**	0.470**	0.468**	0.481**	0.435**	-	
8. Natural content	0.233**	0.631**	0.599**	0.568**	0.527**	0.469**	0.483**	-
Mean	3.770	3.468	3.685	3.955	3.456	3.389	3.565	3.483
Standard Deviation	0.950	0.845	0.758	0.773	1.002	0.967	0.920	0.833

Note: * $p < 0.05$ and ** $p < 0.01$

this method was chosen for testing the hypothesized relationships in Figure 2. The result of the path analysis indicated an adequate fit of the model ($\chi^2(256) = 607.758$, $\chi^2/df = 2.374$, $p < 0.01$; GFI = 0.903; AGFI = 0.871; CFI = 0.955; TLI = 0.945; RMSEA = 0.058).

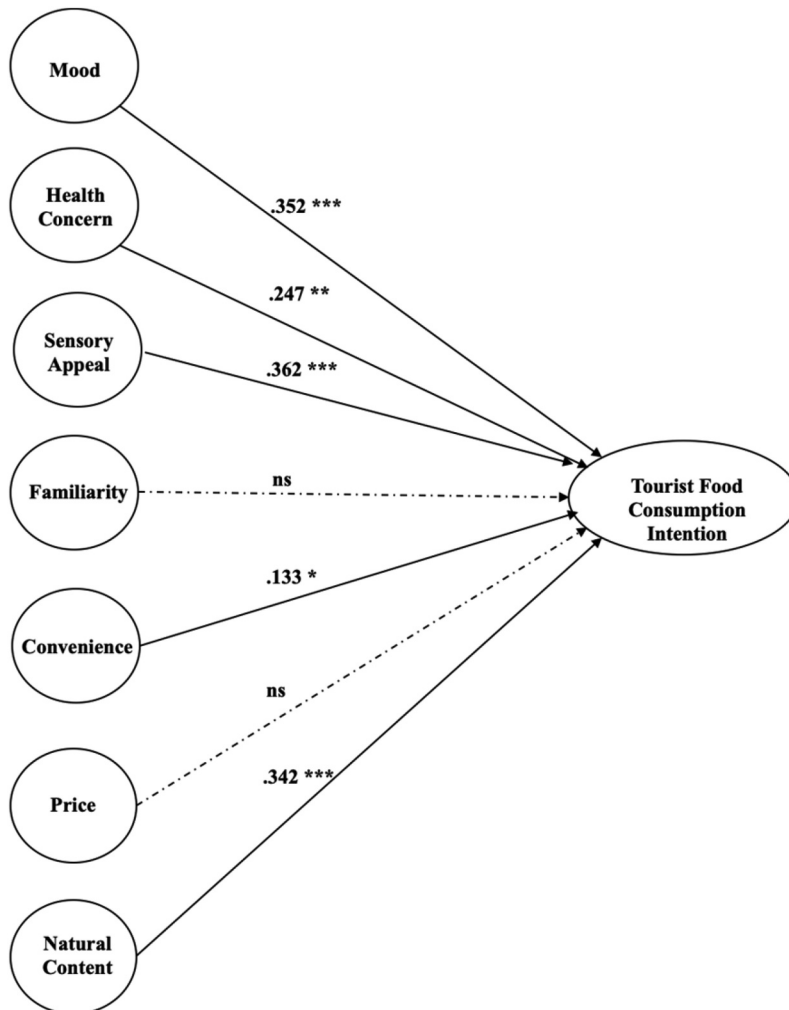
**Figure 2.** Graphical representation of path model.

Table 4. Path model results.

Hypothesis		β	t
H_{1a}	Mood \rightarrow Tourist Food Consumption Intention	0.352	3.918 ***
H_{1b}	Health Concern \rightarrow Tourist Food Consumption Intention	0.247	2.894 **
H_{1c}	Sensory Appeal \rightarrow Tourist Food Consumption Intention	0.362	4.898 ***
H_{1d}	Familiarity \rightarrow Tourist Food Consumption Intention	ns	
H_{1e}	Convenience \rightarrow Tourist Food Consumption Intention	0.133	2.345 *
H_{1f}	Price \rightarrow Tourist Food Consumption Intention	ns	
H_{1g}	Natural Content \rightarrow Tourist Food Consumption Intention	0.342	3.745 ***

$\chi^2(256, N=409) = 607.758, p < 0.01; GFI=0.903; CFI=0.955, AGFI=0.871, TLI=0.945, RMSEA=0.058$

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

GFI=Goodness of Fit; AGFI=Adjusted Goodness of Fit; CFI=Comparative Fit Index; TLI= Tucker-Lewis Fit Index; RMSEA=Root Mean Square Error Approximation; ns= not significant

Food choice motives, consisting of seven dimensions, were hypothesized to have a direct relationship on tourist food consumption intentions. The estimated standardized beta coefficients of the proposed associations in the path model are listed in Table 4. As a result, in the order of magnitude; sensory appeal (H_{1c} : $\beta = 0.362$), mood (H_{1a} : $\beta = 0.352$), natural content (H_{1g} : $\beta = 0.342$), health concern (H_{1b} : $\beta = 0.247$), and convenience (H_{1e} : $\beta = 0.133$) were found to have a statistically significant direct positive association on tourist food consumption intentions. On the contrary there is no statistically significant evidence to support the associations of familiarity (H_{1d}) and price (H_{1f}) on the tourist food consumption intentions.

Conclusion and implications

The main aim of this study is to reveal whether food choice motives (mood, health, sensory appeal, familiarity, convenience, price and natural content) have direct relationship on tourists' food consumption intentions while they are travelling and reveal these motives from tourism industry in Turkey. In the literature, the food choice motives contain 36 items which measure nine distinct motives (Steptoe et al., 1995). However, aforementioned, due to reliability results, two of the items from convenience as "Can be bought in shops close to where I live or work" and "Is easily available in shops and supermarkets" were removed. Using structural equation modelling, the results showed that CFA confirms a good model fit indices. According to study results, tourist food consumption intentions is affected by motivational factors. In other words, most of the food choice motives are significantly related to tourists' food choice and food purchasing behaviour. Consequently, most tourists are satisfied Turkey's delicious food while they are travelling.

The study approved that sensory appeal of food has a positive and direct influence on tourist food consumption intentions. Sensory appeal of the food is related to foods' smell, palatability and appearance. Although it depends on individual preference, the first impression of the food is shaped by its presentation and portion size. Furthermore, people prefer to eat more when it is tasty (Tse & Crotts, 2005). According to the results, tourists like eating Turkish food because it smells nice and looks pleasant. In addition to this, Turkish food portions are big enough to feel fully filled for tourists. Tourists are more willing to taste good smelling and appearing foods as previous study findings (Pollard et al., 1998).

As expected, mood of the tourist has positive relationship on tourist food consumption statement is approved by the research results. Tourists are looking for more excited activities and they want to enjoy their travel by tasting new foods and willing to spend more money compare to their daily routine (Cohen & Avieli, 2004). The results of the study supported this explanation and tourists who taste Turkish foods in Istanbul, also think that foods help them stay away from stress, feel relaxed and good as long as their holiday continues.

The findings show that natural content and health-related issues of food have positive and direct influence on tourist food consumption intentions. Nowadays, because of increasing diet-related chronic diseases – such as obesity, diabetes, cardiovascular disease tourists are more sensitive and interested in about absence of chemical ingredients and natural content of the food (Flaskerud & Faan, 2015). For this reason, tourists want to eat natural and fresh foods without synthetic food additives to avoid health problems during their holidays. Natural content and mood were found to have strong association with tourist food consumption intentions. When tourists eat healthy and natural foods, they believe that they feel more energetic both mentally and physically (Cohen & Avieli, 2004). As a result of this, tourists who taste fresh food with natural ingredients feel better and have a positive mood.

A positive association between natural contents and healthy foods was observed. In line with our results, the predictions that those for whom natural content and health-related issues were important for tourist food consumption were confirmed. Tourists think that Turkish food contains no artificial ingredients or additives. In addition to this, tourists believe that Turkish foods have high protein, keep them healthy because they include lots of vitamins and minerals.

The results of this research confirm that convenience of food has positive and direct association on tourist food consumption intentions. Convenience of food is related to its easy to find and prepare during tourists' holiday. Hence, tourists prefer to buy foods which are easier, quicker and more convenient while they are sightseeing in vacation (Cohen & Avieli, 2004). Therefore, tourists who travel to Turkey, Istanbul, think that Turkish foods are easy to prepare and can be cooked very simple. As it is mentioned above, tourists prefer to spend their leisure by discovering new places such as mosques and historical places instead of wasting long time in cooking or searching for remote restaurants. On the other hand, there is no correlation between convenience of food and other food choice motives.

Another important issue is the familiarity of food does not have any influence on tourist food consumption intentions. The main reason for this result is tourists' inquest of novelty when they are in holiday and seek for new and local tastes to enjoy their experiences (Cohen & Avieli, 2004). In addition to this, gastronomy tourism has been growing and tourists travel not only for seeing new places but also they want to try new tastes and particularly ethnic cuisines. Tourists want to escape their ordinary life and they want to widen their world by travelling other countries. Another reason for this rejection may be delicious Turkish cuisine which is also very popular such as meats, kebabs, breakfast, mezze, and dessert all around the world. People come to Turkey just for Turkish cuisine and taste these delicious different foods. That's why, tourists in Istanbul may not search for familiarity of the food and they want to enjoy local restaurants.

In this study, the price level of food does not have a positive association on tourist food consumption intentions. Tourists have limited time during their holiday and they want to spend quality time. Therefore, if tourists who quest novelty and strangeness during their holiday, would ignore the price level of the food and focus on new experiences. Furthermore, tourists may not prefer to waste their time looking for cheaper food price and can easily eat what they find regardless of the price. As another look, Turkish currency remains low compared to many countries, so they may feel that foods are very cheap when they convert prices to their own currency.

The results of the study play an important role in order to understand the food choice motives of foreign tourists in Turkey. From economic growth point of view, the contribution of food and beverage businesses in the tourism industry is an undeniable fact. Foreign tourists are curious and want to taste different local foods of the destinations they visit. Moreover, Ottoman Empire has variety of different culture contain in itself. Therefore, Turkey combines a lot of different culinary tastes such as Greek, Middle East or Mediterranean regions. There is wide range of different culinary restaurants in Istanbul and they should know their food culture well and be able to present these food cultures to tourists. In addition to this, if food and beverage industry takes into account

the results of the study for instance, try to cook healthy, reveal foods' sensory appeal like good smell or look and bring natural content of the food into the forefront, tourists will satisfy more and prefer to taste these foods during their travel.

According to the results of the study, tourists do not want to wait long hours and waste their time, while the meal is being prepared. Due to their limited time in the sightseeing, tourists want to eat as soon as possible and prefer to buy good looking and smell nice foods without much scrutinizing the price. If food and beverage businesses cook by paying attention to these important issues, they can persuade tourists to buy more during their trip and as a result of this, they can increase their profit in the long term.

The data of the study was conducted in Istanbul, so it is a very limited area. That's why, sample size and generalizability of the study may be arguable. If same study applies in different destination, different results may be obtained. The results of the study was based on only Turkish cuisine. Besides, in this study, SEM which is one of quantitative method is used while the data analysed. Because questions are structured by the survey, it may not enough to analyse the true feelings and internal emotions of tourists. In the future survey, qualitative and quantitative research methods can be used together and open ended questions or in depth interview may helpful to understand respondents' inner feelings about Turkish foods.

Disclosure statement

No potential conflict of interest was reported by the author(s).

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Appendix A. Measurement items

Construct	Measurement	References
Mood	MD1 Turkish food helps me cope with stress.	Step toe et al. (1995)
	MD2 Turkish food helps me to cope with life.	
	MD3 Turkish food helps me relax.	
	MD4 Turkish food keeps me awake/alert.	
	MD5 Turkish food cheers me up.	
	MD6 Turkish food makes me feel good.	
Health concern	HC1 Turkish food contains a lot of vitamins and minerals.	
	HC2 Turkish food keeps me healthy.	
	HC3 Turkish food is nutritious.	
	HC4 Turkish food is high in protein.	
	HC5 Turkish food is good for my skin/teeth/hair/nails etc.	
	HC6 Turkish food is high in fibre and roughage.	
Sensory appeal	SA1 Turkish food smells nice.	
	SA2 Turkish food looks nice.	
	SA3 Turkish food has a pleasant texture.	
	SA4 Turkish food tastes good.	
Familiarity	FM1 Turkish food is similar to what I usually eat.	
	FM2 Turkish food is familiar to me.	
	FM3 Turkish food is like the food I ate when I was a child.	
	FM4 Turkish food matches with my usual eating habits.	
Convenience	CN1 Turkish food is easy to prepare.	
	CN2 Turkish food can be cooked very simply.	
	CN3 Turkish food takes no time to prepare.	
Price	PR1 Turkish food is cheap.	
	PR2 Turkish food is good value for money.	
	PR3 Turkish restaurants are reasonably priced.	
Natural content	NC1 Turkish food contains no additives.	
	NC2 Turkish food contains natural ingredients.	
	NC3 Turkish food contains no artificial ingredients.	
Turkish food consumption intentions	TFC1 I am positive towards consuming Turkish food.	Chen and Teng (2013)
	TFC2 I have the intention of consuming Turkish food.	
	TFC3 I think it is a good idea to consume Turkish food.	